

ABSTRACT

Purchasing decisions are one of the stages in the purchasing decision-making process before post-purchase behavior. In entering the previous purchasing decision stage, consumers have been faced with several alternatives so that at this stage consumers will take action to decide to buy a product based on the choices that have been determined. Purchasing decisions are inseparable from various consumer characteristics (consumer behavior) so that each consumer has different habits in making purchases. This study aims to examine consumer decisions in choosing TiramiSusu By Chocomory. This study uses a questionnaire method to determine consumer purchasing decisions on TiramiSusu By Chocomory products with frequency distribution data analysis techniques tested using SPSS. The results of this study indicate that various flavor variants are the strongest attraction, followed by Chocomory's brand reputation that consumers trust. The level of loyalty is also quite high, as seen from the number of consumers who buy in quantities of more than one, especially during special moments or celebrations. Ease of product distribution, the availability of non-cash payments, and promotions through social media also strengthen purchasing decisions. In addition, the image of TiramiSusu as a superior product from Chocomory further strengthens consumers' positive perceptions of the brand. This research is expected to further improve purchasing decisions for TiramiSusu by Chocomory.

Keywords: purchasing decisions, consumer behavior, TiramiSusu by Chocomory.